# 4 VIEWPOINTS

PCA Illustration 1970-1980



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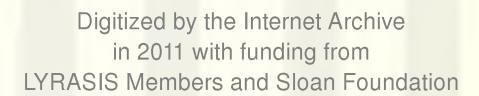
## **14 VIEWPOINTS**

PCA Illustration 1970 - 1980

March 29 - April 27, 1985

Philadelphia College of Art Howard A. Wolf Gallery Philadelphia, Pennsylvania

This exhibition has been made possible in part with contributions from The Philadelphia Inquirer and The Strathmore Press.



14 Viewpoints presents approximately 100 recently commissioned illustrations, in original and published formats, produced by 14 artists who studied illustration at the Philadelphia College of Art from 1970 to 1980.

Along with a common educational background, all of the artists in this exhibition practice illustration on a free-lance basis. Many work with the same clients. They are contemporaries, and most live and work on the east coast. But it is here that their similarities begin to end. The biographies of the 14 in this catalog hint at professional varieties and differences developed since the group's PCA experience. Finally, the exhibited works lead away from their correspondences and reveal 14 very distinguished illustrators and distinct approaches to illustration.

An examination of pluralism in contemporary illustration was, in fact, the basic concept developed for 14 Viewpoints by Stephen Tarantal, professor in the college's Illustration Department, PCA Illustration Department alumni from the targeted period were chosen as a control group for this survey. A mass call for entries to the exhibition was made last summer, and responses to this solicitation were juried last fall at the Society of Illustrators in New York City by Vivienne Flesher, illustrator, Steven Heller, art director for The New York Times Book Review and Doug Johnson, illustrator. We gratefully acknowledge the interest, time and efforts that both our alumni and the jurors invested in this critical component of the project.

This catalog and the announcement card for 14 Viewpoints were produced by The Philadelphia Inquirer. PCA extends gratitude to the Inquirer for its very generous support and, in particular, cites Vice President and Director of Public Affairs William

Broom, Director of Communications Jake Weiner, and The Philadelphia Newspapers Job Printing Shop for their splendid cooperation and quality productions. The college also appreciates the generous contribution of the color poster produced for 14 Viewpoints by The Strathmore Press of Cherry Hill, New Jersey. Phil Kelly and William Moreton are thanked for the care they applied to the production of this piece.

Important contributions to these publications were also made by Steven Heller, Robert Stein and Stephen Tarantal. Stein, an associate professor in PCA's Illustration Department, designed all of the fine publications which accompany this exhibition. Heller and Tarantal wrote the two insightful essays which appear on the following pages.

Stein, Tarantal, their fellow faculty in the Illustration Department, Bruce Beans, director of communications and Josephine Stamm, special assistant to the president at Philadelphia College of Art, deserve special recognition for the assistance and expertise they lent to all aspects of this project. Art directors, agencies and the lenders named in the catalog checklist have also been of significant help in providing information, copies of printed illustrations and original artworks.

Finally, we praise the 14 alumni included in 14 Viewpoints. Each actively participated in the organization of this show. Each accepted yet another exercise (and deadline) from their alma mater with the special "Not for Publication" assignment. The outstanding work they have accomplished in their field has resulted in a provocative exhibition and, above all, brought great honor to the Philadelphia College of Art.

Eleni J. Cocordas
Director of Exhibitions

Since the mid-'50s, when Norman Rockwell reigned as king, the Famous Artists of Westport served as knights and the Cooper Studios ruled the domain called American illustration, assumptions about the form have been radically altered. While no single Magna Carta freed illustrators from the strictures of impersonal, storybook realism, individual crusaders-both artists and art directors—markedly changed the look and content, Robert Weaver and Robert Andrew Parker pioneered a painterly expressionism. Milton Glaser and Seymour Chwast wed design to illustration. Later, other proponents of the expressionistic line, such as Alan Cober, imbued assignments with viewpoint. At the same time, cartoonists inspired a stylistic revolution. Saul Steinberg, Robert Osborn and Joseph Low brought satire and wit back to illustration and, most importantly, acceptance of their minimalist drawings changed the definition of finish. As the Impressionists proffered an alternative to 19th-century academic and romantic strictures—hence opening the door to modernism—the young illustrators and cartoonists of the mid-'50s opened the door to the infinite.

The subsequent generation of artists and art directors further built upon those advances. By the Sixties, personalized illustration was virtually matter-of-fact. Tomi Ungerer's passionate brushwork, which conveyed acerbic ironies, took the field by storm. A Surrealist and Symbolist vocabulary, borrowed from mid century, gave a poetic veneer to illustration. Political and social crises of the Sixties further advanced the personalization of applied art. Many illustrators came forth with indignant and polemical, self-initiated commentaries. Robert Grossman, Edward Sorel and David Levine, among others, contributed to magazines such as Ramparts and Evergreen which encouraged statement over style. Next in the continuum, the oncegrey New York Times initiated the Op-Ed Page, a journalistic milestone whose effect was a boon for personal graphic art. French Surrealism, German Expressionism and Dada were revived by J.C. Suares, the page's art director, who brought Roland Topor, Ralph Steadman, Eugene Mihaesco, Marshal Arisman and Brad Holland together. No artist could draw more from the gut than Steadman, or more from the heart than Holland. The Op-Ed artists encouraged the next generation to take a graphic stand. Sue Coe, perhaps the major proponent of the new Expressionism, had here first outlet in the Times.

Regrettably, the style of personal illustration too quickly became commonplace. A wave of imitators mimicked the surface without any of the depth. Discouraging as any co-optation is, this was for the best, since many of the original artists changed approach as much to break away from stylistic cliches as to respond to their internal needs for growth. Arisman, for example, developed a unique and powerful pallete and brushstroke. By mid-decade political motivations gave way in some quarters to aesthetic concerns and personal obsessions, some based on historical explorations. John Collier sparked a pastel revival. Ellwood H. Smith continued a venerable comic art tradition. James Grashow took Durer to his logical contemporary extension.

Now illustration is on a precipice. Ecclecticism abounds, but at the expense of content. While catholicity is indeed present, we live in a curiously conservative time. The so-called new-wave pointed out a few interesting, stylistic directions, but nothing really new emerged. Most notable is The Gut Spilling school, which in the extreme, isn't any better than the saccharine impersonal art of the Fifties. Balance is the real virtue.

The common thread binding all the disparate artists mentioned above is a personal involvement in their work regardless of purpose. A Holland picture for an advertisement seems as charged as one for an editorial assignment. Even those artists such as Sorel-who employ varying approaches because the variety of tasks they undertake require different levels of graphic and emotional involvement-imbue everything with personality. Of course, some jobs are just jobs, even for the most committed-that is the nature of the business. Seen as challenges, though. many jobs transcend their ephemeral state. So in the end, the best illustration must reveal something about the artist. Without that, illustrators will just be pairs of hands.

Steven Heller New York City, January 1985

Steven Heller is art director of The New York Times Book Review. His recent book is "Art Against War" (Abbeville Press) and he is currently editing "Innovations of American Illustration" (to be published in Fall, 1985). He served as a juror for 14 Viewpoints.

CONVERGE v. 1. To move toward one point; come together by gradual approach. 2. To tend toward the same conclusion or result. DIVERGE v. 1. To move or extend outward in different directions from a common point or from each other. 2. To deviate as from a norm.

Converging and diverging are processes that the Illustrator employs as he/she navigates between personal expression, the clients' expectations, and the audience's perceptions. PCA has a long tradition of educating illustrators who connect their individual artistic viewpoints with the social, economic and political ebb and flow of our society.

14 Viewpoints features the published work of 14 illustrators whose personal visions were shaped, in part, as a result of being students in the Illustration Department at the Philadelphia College of Art (PCA) between 1970 and 1980. This exhibition is a natural consequence of the continuing process of evaluation, inquiry and reflection that characterizes the evolution of PCA's Illustration Department.

The Department started during the late 1800's when, in an expanding and prosperous economy, the publishing and advertising industries of Philadelphia were beginning to flourish. A period of great popularity and support for illustration in these market places continued through the mid-20th Century. Other important events contributed to the general development of illustration. The Industrial Revolution advanced the printing industry through developments in lithography, 4-color process printing and the half-tone process. The emergence and proliferation of photography challenged the artist. Photographic realism encouraged the illustrator to move toward fiction, fantasy and allegorical themes. Illustrators were affected by developments in the Fine Arts, and the climate of the times.

The ideals and values of the Victoria Era were clearly reflected in 19th Century illustration. Romanticism, sentimentality and nostalgia permeated advertisements, product labels, books and magazines. In this climate, where books and magazines were the dominant vehicles of popular culture, the public was a ready and captive audience for the illustrator and many achieved wide public celebrity.

The illustrators primary role was to give visual representation to the written word. With the close proximity of the Brandywine River School, and strong departmental leadership linked to that oeuvre (Thornton Oakley, first Director of the Illustration program and a student of Howard Pyle, is succeeded by one of his students, Henry Pitz, who likewise is followed by one of his students, Al Gold, who directs the program through the mid-70's), it followed that the major orientation of image-making at PCA would spring from a painting and drawing picture-making sensibility. Narrative painting and drawing continued to be the dominant form of illustration well into the mid-20th Century. Characterized as the "Golden Age of American Illustration," attitudes of an earlier time continued into the '40's and '50's and this story telling tradition, although not as encompassing as it once was, still has important outlets in illustration today. For example, Bruce Waldman's illustrations for "The Agony and The Esctasy" continue to explore the emotive qualities of picture making as an effective communication form. Eric Vander Arend's skillfully crafted and personalized narrative illustration finds support through publications like "Nursing Magazine."

The Jazz Age, the decade which followed World War 1, ushered in a new aesthetic in illustration. As New York became the cultural center of the country, cosmopolitan magazines like Vanity Fair began featuring chic and sophisticated imagery which had its roots in Art Nouveau. The use of flat shapes instead of tonal gradation to interpret form, the dominance of silhouette and shape over pictorial space, the dramatic use of black and white for contrast and the stylized shaping of subject matter added elements of abstraction and decoration to the illustrative image.

Influences of Modern Art, such as Cubism and Constructivism and their re-evaluation of spatial organization and image interrelationships, did not have an immediate impact on mainstream American illustration. The juxtaposition of space and scale, the collage aesthetic and the graphic and symbolic use of image—all characteristic of European posters preceding and during World War 1—would not surface in this country until the '30s and '40s, when leading European artists and designers emigrated to the U.S. The influx of these new ideas had a great influence on the art world, art education and the applied arts: the full impact being realized in the '50s and '60s. The use of collage and montage, strong elemental contrasts of line, shape, color, value, texture, scale and the abstraction of imagery all characterized avantgarde imagemaking. The conceptual integration of format, type and image into a wholistic visual statement heralded the advent of progressive design.

At the same time that these new directions from Europe were being featured in the "slicks" of New York, Main Street USA was still supporting traditional values represented by narrative American illustration. This was especially true during the trying times of the Depression and World War II

The U.S. emerged from World War II as a world leader. The country's economy was again expanding and flourishing; its vision of itself was positive and assured. A media explosion was taking place; books, magazines, TV, radio and film informed, entertained and educated us. Mass communication, mass culture and a global perspective influenced a new generation of illustrators whose teachers were part of the

Modern Art movement. Creative advances in photography replaced illustration as the primary advertising image of the '50s and forced the illustrator to move beyond descriptive picture-making. New conceptual approaches to image making based on 20th Century ideas allowed illustration to give form to the unseen.

The singular approach that dominated illustration before 1950 would give way to eclecticism after 1950. The entire history of art, from cave paintings to Pop Art, was available to the illustrator. Cubism, Surrealism and German Expressionism had significant impact on conceptual illustration. New ways of communicating old ideas were invented through scale changes. unusual image connections, collage and discordant spatial relationships. In 14 Viewpoints Tom Leonard's illustrations often combine these strategies with impressive results. The shifting of pictorial reality creates striking visual impact and new meaning.

The synthesis of design in illustration during the '60s set a precedent for artists like Bob Hambly and Kathy Staico-Schorr. Hambly's use of schematic isometric drawings and Schorr's decorative collage and idealized forms focus the viewers attention on the abstract characteristic of their subjects.

The upheaval of the mid '60s and '70s and the re-evaluation of previously venerated ideas, prompted a "new wave" of personal statements that softened the distinction between the fine and applied arts. Artists expressed the fears, frustrations and follies of the age. The ideosyncratic use of colors and the exaggeration of shape, gesture and scale in Chris Ferrantello's work evokes this expressionistic tradition and imbues his subject matter with black humor.

Through the '60s, PCA's illustration program continued to direct students toward free-lance careers in illustration while continuing the philosophical tradition of narrative painting and drawing. Through a mastery of traditional media, students developed a stylistic orientation that had marketable applications to industry. 14 Viewpoints focuses on the '70s because that decade marked the beginning of a new round of programmatic developments which responded to changes in the illustration profession. A philosophical shift began to take place, from a purely free-lance orientation based on narrative illustration to a generalist program that included both Fine Art and Design issues taught from a figurative point of view. Throughout the decade, course content and sequences were developed and modified until a threetrack program was formed consisting of an Illustration track, a Figure Drawing track and a Design track. Each track began with general and theoretical issues (2nd year) and progressed to particular commercial applications (4th year). New faculty members who represented diverse disciplines and aesthetics were hired. Their collective professional activities encompassed: illustration, painting, sculpture, graphic design, printmaking and advertising. Their view of illustration was not based on a singular vision. Within the department, image making could spring from numerous conceptual and aesthetic options and a variety of media possibilities. While the '70s produced significant conceptual changes in illustration, it is interesting to note that all of the work in 14 Viewpoints is still executed in media traditionally associated with illustration and that most solutions employ drawing and painting to express form, space and visual concepts.

Pictorial space still predominates, but not to serve the narrative tradition alone. A singular symbolic image, a posterization of form linked to picture space, has become a prevalent compositional device in contemporary illustration.

Paul Reott and Russell Farrell have work in the exhibition that is essentially conceived as pictorial posters. Reott's distinct use of contrasting scale, value and color articulate the subjects edge, emphasizing a concise visual statement. Farrell's work is guided more by pictorial scale and space; some illustrations utilize perspective while others keep the objects in space, perpendicular to the picture plane, creating a characteristic poster scale.

The broadness of PCA illustration during the '70s attracted a wide cross-section of students with divergent and occasionally conflicting attitudes toward art and illustration. Some students, from the beginning, never considered illustration a viable career because they found the applied arts sensibility restrictive and compromising. These students viewed the Illustration Department as a generalist or core program and they pursued a fine art career after school. For others, the design component led to studio work or art direction in publishing houses, advertising agencies and in-house corporate design departments.

14 Viewpoints is an exhibition of work done by students who followed the free-lance illustration route. This is our first opportunity to exhibit this generation of illustrators. We are eager to see how and where they fit into the marketplace, and if they are changing it or being changed by it. We want to see how they view our society, our times and themselves.

We did not formulate a particular theme at the inception of this project. We wanted the exhibit to suggest its own direction. evolving out of the natural consequence of what the graduates, the program and the '70s has created. We wanted the show to be impartial and to embody both breadth and depth of work, so we formed an outside jury consisting of Vivienne Flesher (illustrator), Steve Heller (art director, The New York Times Book Review), and Doug Johnson (illustrator). Students who attended the program between 1970 and 1980 were invited to submit portfolios of published work. To be truly representative, we decided to show between five to seven samples of each illustrator's work in its reproduction format (illustration context) and its original art form. With this insight into reproduction translation, changes of scale and media can be observed. For instance, Patti Perleberg's pastel drawings lose some of their textural surface and soft transitions as the image tightens through reduction, and the overall color character is modified as the paper changes from the original to the printed version. In her project "The Teddy Bear Book," subtlety of tone is interpreted effectively on vellum paper.

The published work in the exhibit represents a variety of clients and markets. The outlets available to the illustrator span aesthetic and functional benchmarks so different that it would be difficult to imagine any one person embracing all of them. The characteristics and attitudes that encompass the form and content of contemporary illustration are as varied and diverse as the pluralistic society it serves. As a communicator and problem solver, the illustrator employs the intelligent and expressive use of visual and verbal cliches.

Todd Schorr's illustrations exemplify the illustrator's ability to enhance and heighten the ordinary into the extraordinary; he deftly manipulates and activates the appropriate visual elements that will affect a specific message and engage the viewer. Illustrators are artists who can relate their personal vision to the familiar references of others; John O'Brien has been communicating timeless and universal ideas through a fantasy world of gnomes, elves, monks, castles and the like, for the past ten years. Although oriented toward they youth market, his stories and one-liners touch all ages.

The conception of an image, and the handling of media and subject matter, are outgrowths of the project and the artists' particular preferences. Each assignment has specific functional constraints; purpose, audience and cost (reproduction guidelines). These requirements are integrated with the illustrator's personal aesthetic, which includes particular attitudes toward drawing, media, subject matter and elements of form, resulting in image content. Liz Pyle's work reduces images to abstract essentials. The surface activity becomes as important as the objects it defines. Through the use of expressive marks, she integrates the particular and the universal towards a concise symbolic statement. The diffused edges and surface invention generically evokes emotion and intrigue. In Ralph Giguerre's work, we look through the surface to the image. The clarity and "super realism" of his subject's particular characteristic and the illusion of form and space are meticulously captured in graphite. The articulated edges and surfaces and the refined composition exemplify the specific, the believable, order and control.

Some correlations of form and content are so binding it would be difficult to imagine the image being made in any other way. Tom Hachtman's witty and inventive "Double Takes" are humorously captured in a lighthearted airbrush technique. His word and picture inventions and their synergistic relationship epitomize the essence of the illustration message.

Published illustration has been tested by the rigors of industry. As a viewer, it is difficult to know the sources and circumstances that shape the final outcome: it is the summation of many different skills of which art is only one. We hoped the exhibition could include work unencumbered by commerce. We felt a unifying element was necessary to serve as a benchmark for the viewer, so that a comparison of different illustrative approaches to a common theme could be measured. The jury was asked to develop a thematic assignment to which each selected exhibitor would respond. The following is an excerpt from the project description that is the basis for the work represented in this catalogue:

Not the Publication: Experimental Images "The jurors who selected the participants for the exhibition . . . felt that the thematic project should not be just another assignment. They thought the theme should not be guided by commercial issues that often influence form and content in illustration. They wanted the assignment to be for you, for you to renew a dialogue with yourself, to have an opportunity to exhibit work free from editorial direction, art direction, and subject direction."

"We feel the title, <u>Not for Publication: Experimental Images</u>, responds to these ideas. We think the title is provocative and evokes forward-thinking associations. It is sufficiently generic to allow multiple connections both in form and content."

"There is no size, proportion or media limitation other than your consideration that a catalogue will be reproducing your work in black and white."

The jury decided that the theme should emphasize personal values. The illustrator must be resolute in advancing those ideals and aspirations which initially motivated him or her, and must have enough enthusiasm and determination not to go on automatic pilot with deadlines that don't allow for speculation and reflection. Illustrators must keep their personal studio alive with independent work, not connected to business, so that when a performance (illustration) is requested, no matter what the subject or direction, energy from a personal source can charge it.

Steve Tarantal Professor, Illustration Department January, 1985

#### "14 VIEWPOINTS" JURORS

Vivienne Flesher is a free-lance illustrator whose work has appeared in Time Magazine, Rolling Stone, The Boston Globe and The New York Times. She has worked for numerous clients including: Random House, CBS Records, Macy's and Bloomingdale's. She currently teaches at the School of Visual Arts.

Steven Heller is art director of The New York Times Book Review. His writing appears often in publications as Graphis, Print and Upper and Lower Case. He has written and edited the following books: Man Bites Man, The Art of New York, The Art of Satire, and Art Against War.

Doug Johnson's illustrations have received awards in over 100 exhibitions. His work has been featured in Print, Idea, Adweek and Zoom magazines. He is the principle of Performing Dogs, an advertising consulting firm, and has been creative director of the Chelsea Theater Center in New York City.

### **14 VIEWPOINTS**

### NOT FOR PUBLICATION

RUSSELL FARRELL
CHRIS FERRANTELLO
RALPH GIGUERE
TOM HACHTMAN
BOB HAMBLY
THOMAS LEONARD
JOHN O'BRIEN
PATTI PERLEBERG
ELIZABETH PYLE
PAUL REOTT
KATHY STAICO SCHORR
TODD SCHORR
ERIC VANDER AREND
BRUCE WALDMAN

Except where noted, all artworks in the exhibition have been loaned by the participating artists.

All dimensions are given in inches; height precedes width.

#### RUSSELL FARRELL

Born in Woodbury, N.J., 1955.

Education: Philadelphia College of Art, B.F.A., 1977.

Lives and works in Woodbury Heights, N.J.

My purpose with this project was to create an opportunity to research Renaissance painting. Having always been more interested in Modern Art, I never really explored the Renaissance. I wanted to look at the period not only in a historical context but also to establish a new point of view to improve my use of color.

Ironically, this catalog is printed in black-and-white making it truly "not for publication." It was nice to be able to work on a painting without worrying about how it will work out with the type. I also have come out of the whole experience with a newfound love of Botticelli.

#### CLIENTS:

Discover magazine
Forum magazine
P C magazine
The Philadelphia Inquirer
Resorts International
Ruvane and Leverte

#### **EXHIBITION CHECKLIST:**

Editorial illustration for "The Dentist's Temptation," by Eric Nadler, Forum magazine
June 1983
Art Director: Joseph McNeill
Acrylic on canvas
17 x 14 1/8

Editorial illustration for "The Dehydration Question," by Joyce V. Zerwekh,
Nursing magazine
January 1983
Art Director: Ed Rosanio
Acrylic on canvas
1734 x 1258

Editorial illustration for "Unravelling a Sweater's Tale," by Chris Wohlwend, The Philadelphia Inquirer Magazine December 25, 1983 Art Director: Bill Marr Acrylic on watercolor board 9 x 7 Editorial illustration for "Who Was That Gas Man?" by Harry M. Gould, Jr., The Philadelphia Inquirer Magazine
April 1, 1984
Art Director: Bill Marr Acrylic on canvas 20 x 18
Lent by James G. McKee, Philadelphia

Cover illustration for "Philadelphia's emerging black power structure," by Jane Eisner, The Philadelphia Inquirer Magazine
January 13, 1985
Art Director: Bill Marr
Acrylic on canvas
19 x 16 %



#### CHRIS FERRANTELLO

Born in Philadelphia, Pa., 1955. Education: Philadelphia College of Art, 1973-79. Lives and works in Philadelphia, Pa.

#### CLIENTS:

Esquire magazine Harvey for Loving People magazine Philadelphia magazine SmithKline & French Laboratories Travel & Leisure magazine

#### **EXHIBITIONS:**

Allens Lane Art Center, Philadelphia (two-person exhibition), 1982 Abington Art Center, Pennsylvania, 1982 Cheltenham Art Center, Philadelphia, 1983 Woodmere Art Gallery, Philadelphia, 1984

#### **EXHIBITION CHECKLIST**

Editorial illustration for "Dracula," by Woody Allen, Harvey for Loving People magazine
April 1980
Art Director: Bob Domino
Gouache on paper
8 1/4 x 4 3/4

Editorial illustrations for "Everybody Does It," by Phillip Longman, Philadelphia magazine
March 1984
Art Director: Alfred Zelcer
Acrylic on paper
2½ x 3 (each)

Editorial illustration for "Fly Me to the Moon," by Bill Kent, Philadelphia magazine
November 1981
Art Director: Alfred Zelcer
Acrylic on paper
634 x 1014

Editorial illustrations for "The Giraffe Manor in Kenya," by Bern Keating, Travel & Leisure magazine

December 1984
Art Director: Joan Ferrell Ink on paper 5 x 7 3½ x 2 (ovals)

Editorial illustration for "Keeping Up with the News While You're Abroad," by Steve Schneider, <u>Travel & Leisure</u> magazine

February 1984
Art Director: Frank Tagraiello
Acrylic on paper with acetate overlays
71/2 x 51/2

Editorial illustration for "On For the Long Haul," by T. Coraghessan Boyle, Esquire magazine February 1985 Art Director: Bruce Ramsay Acrylic on paper 8½ x 6

Editorial illustration for "Tang Wars: Chinatown Fights Back," edited by Stephen Fried, Philadelphia magazine May 1983
Art Director: Tracey Diehl Acrylic on paper 10 x 8 %

Spot illustration for "Pet Peeve" by Ronnie Polaneczky, Philadelphia magazine
May 1982
Art Director: Alfred Zelcer
Acrylic on paper
91/4 x 33/4

Spot illustration for "The Right Thing," by Richard Yates, Esquire magazine
August 1984
Art Director: April Silver
Acrylic on paper
3 x 23/8



#### RALPH GIGUERE

Born in Waterville, Me., 1958.

Education: Philadelphia College of Art, B.F.A., 1980.

Lives and works in Philadelphia, Pa.

#### CLIENTS:

The Atlantic Monthly magazine SmithKline & French Laboratories The William Penn Foundation

#### **EXHIBITIONS:**

27th Annual Society of Illustrators Exhibition, New York, 1985

#### **EXHIBITION CHECKLIST:**

Editorial illustration for "The Airplane That Doesn't Cost Enough," by Gregg Easterbrook, The Atlantic Monthly magazine
August 1984
Art Director: Judy Garlan
Pencil on paper
13½ x 30

Editorial illustration for "Bridging," by Max Apple, The Atlantic Monthly magazine
April 1984
Art Director: Judy Garlan
Pencil on paper
6 3/4 x 6 3/4

Editorial illustration for "Lily," by Jane Smiley, The Atlantic Monthly magazine
July 1984
Art Director: July Garlan
Pencil on paper
6% x 6%

Editorial illustration for "Ode to Rot," by John Updike, The Altantic Monthly magazine
January 1985
Art Director: Judy Garlan
Pencil on paper
3 x 6

"Five Shells," unpublished illustration for SmithKline & French Laboratories Pencil on paper 1983 6% x 6%

"Untitled", unpublished illustration for SmithKline & French Laboratories 1983 71/8 x 81/2 Illustration for annual report, <u>The William Penn Foundation</u>
1980
Pencil on paper
5¾ x 4%
Lent by The William Penn Foundation,
Philadelphia



#### TOM HACHTMAN

Born in Rockville Center, N.Y., 1948. Education: Philadelphia College of Art, B.F.A., 1970. Lives and works in Point Pleasant Beach, N.J.

#### CLIENTS:

The Advocate magazine Boy's Life magazine Country Music magazine Esquire magazine GQ magazine High Times magazine LA Weekly Mad Magazine The New York Times SoHo News

#### **EXHIBITION CHECKLIST:**

Author and illustrator, <u>Tom</u>
<u>Hachtman's DoubleTakes</u>
1984
Editor: Douglas Abrams; Harmony
Books, New York

India ink and gouache, airbrushed on board

934 x 634 (each)

"E.T. Amin"
"Bing Cosby"

"Farafat"

"Ghandi Kaufman"

"lacocca Kohmeni"

"Nancy"

"Ronzo"

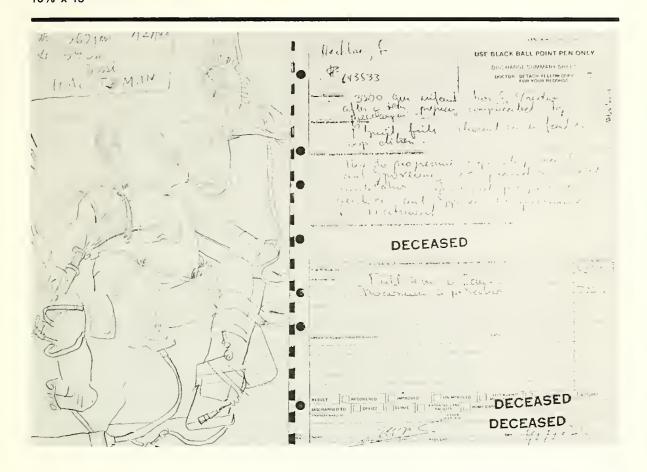
"Eddie Smurfy"

"Bruce Spinksteen"

Editorial illustrations for "Double Takes by Tom Hachtman," <u>Esquire</u> magazine

August 1983
Art Director: April Silver
Agency: Betsy Nolan Group
Watercolor, airbrushed on board
11 x 8 (each)

"KISSinger"
"Phyllis Dylan"



#### **BOB HAMBLY**

Born in Oshawa, Canada, 1957.

Education: Philadelphia College of Art, B.F.A., 1980.

Lives and works in Toronto, Canada.

My primary concerns when creating an illustration are those of design and color.

In designing an illustration I try to devote as much time to the negative space as I do to the positive space. As a result, borders and line weights play an important role in the final piece.

Each assignment requires its own specific color treatment. It seems the more I do the more I come to realize how little I know about color. Thankfully, the works of great colorists such as Monet, Degas and Diebenkorn are around to help.

Knowing there is still lots of room to experiment in these and other areas makes illustrating a constant challenge and joy.

#### CLIENTS:

Abitibi-Price
The Atlantic Monthly magazine
Canadian Business magazine
Children's Television Workshop:
Sesame Street magazine
Electric Company magazine
Executive magazine
Financial Post magazine
Gulf Oil Canada
Inco Nickel
Quest magazine
Saturday Night magazine
Shaklee Inc.
Toronto Life magazine

#### **EXHIBITION CHECKLIST:**

Editorial illustration for "The G.O.L.F. Machine," <u>Toronto Life magazine</u>
August 1983
Art Director: Jim Ireland
Gouache and ink on watercolor board
15 x 10½

Editorial illustration for "Portrait of A Successful Step-Family," Quest magazine
April 1984
Art Director: Art Niemi
Gouache and ink on watercolor board 14 x 12

Editorial illustrations for "The Royal Canadian Oil Farce," Quest magazine October 1983
Art Director: Art Niemi

Gouache and ink on watercolor board 9 x 9 (each)

Editoral illustration for "Shelf Help: Building A Case for Your Books," by Ann Rhodes, <u>Financial Post magazine</u> October 1984

Art Director: Jackie Young Gouache and ink on watercolor board 6 x 6

Institutional illustrations for "Count Down to Corporate Fitness," <u>Gulf</u> <u>Commentator</u>

Fall 1983
Art Director: Klaus Uhlig
Agency: Saturday Night Contract
Publishing
Gouache and ink on watercolor board
10 x 10 (each)

Institutional illustrations for "Currency Exchange," Abitibi-Price Issues
May-June 1984
Art Director: Barbara Woolley
Agency: Saturday Night Contract
Publishing
Gouache and ink on watercolor board

6 x 6 (each)

Cover illustration for <u>The Nutrition</u>
Fact Book, Shaklee, Inc.
February 1984
Art Director: Paul Hodgson
Agency: Spencer/Francey Inc.
Gouache and ink on watercolor board
9¾ x 7½



#### THOMAS LEONARD

Born in Emmitsburg, Md., 1955 Education: Philadelphia College of Art, B.F.A., 1977. Lives and works in Philadelphia, Pa.

> In this piece I am trying to illustrate the collision of technology with primal instincts. I based it on urban dance music.

#### CLIENTS:

Harcourt Brace Jovanovich International Wildlife magazine P C magazine Psychology Today magazine Science Digest magazine

#### **EXHIBITION CHECKLIST:**

Advertising poster for "Independent Jones," Channel 17 1984 Art Director: Tom Lowes, Mark Kelbaugh Acrylic on canvas 22½ x 19¾

Advertising poster for "The Magic Act," Kirchoff Wohlberg 1982 Art Director: Morris Kirchoff Acrylic on canvas 29½ x 22

Editorial illustration for "The Deadly War Against Terrorists," by Murray Rubenstein, Genesis magazine
August 1980
Art Director: Pat Garling
Acrylic on canvas
17½ x 17½

Editorial illustration for "Evolution of Riches," by Kenneth Boulding, Science Digest magazine
June 1983
Art Director: Mary Zisk
Acrylic on canvas
17 x 13

Editorial illustration for "Government by Computer," by Richard Conniff, Science Digest magazine December 1982 Art Director: Mary Zisk Acrylic on canvas 16½ x 12 Editorial illustration for "The Many Faces of d Base II," by Barbara Krasnoff, <u>PC magazine</u> February 1984 Art Director: Mary Zisk Acrylic on canvas 17 x 25

Editorial illustration for "The Power of the Empty Pill," by Laurence Cherry, Science Digest magazine September 1981 Art Director: Mary Zisk Acrylic on canvas 17 x 13

Editorial poster for "Spelling Words and Skills," Scott Foresman and Company 1983 Acrylic on canvas 25 x 18



#### **JOHN O'BRIEN**

Born in Philadelphia, Pa., 1953. Education: Philadelphia College of Art, B.F.A., 1975. Lives and works in Maple Shade, N.J.

#### CLIENTS:

Cricket magazine
Dover Publications
Harper & Row Publishers Inc.
Highlights for Children magazine
Macmillan Publishing Co. Inc.
Omni magazine
Penthouse magazine
Random House Inc.
Simon & Schuster
Western Publishers
Woman's World magazine

#### **EXHIBITIONS**

"The Cloud"

AIGA Bookshow, New York, 1977 Society of Illustrators, New York, 1982 Master Eagle Gallery, New York, 1980, 1984

#### **EXHIBITION CHECKLIST:**

Author and illustrator, <u>The Grouch</u> and the Tower and Other Sillies, Harper & Row Publishers, Inc., N.Y. 1977
Art Director: Dorothy M. Hagen Pen and ink on paper 8 x 20 (each)

Book illustrations for Fairy Tale
Alphabet Book by Nancy Christiensen
Hall; Macmillan Publishing Co., Inc.
1983
Editor: Nancy Christiensen Hall
Ink and dyes on paper
11 x 17 (each)

"N" "P"

Book illustrations for Tales of a Magic Monastery by Theophane the Monk, The Crossroads Publishing Company, New York 1981 Art Director: Lynne Sheehan Pen and ink on paper 11 x 14 (each)

"The Great Debate"
"The Great Silence"
"The Room of Righteous Indignation"

Cartoon, "Face Invaders", in Esquire magazine
June 1983
Cartoon Editor: Bill Lee
Pen and ink on paper
11 x 15

Cartoon, "Master Bathers Only," In Esquire magazine
November 1984
Cartoon Editor: Bill Lee
Pen and ink on paper
11 x 15

The Bandwagon Watercolor and ink on paper 1985 13 x 22<sup>7</sup>/<sub>8</sub>



#### **PATTI PERLEBERG**

Born in Little Falls, Minn., 1958.

Education: Minneapolis College of Art and Design, Minnesota, 1976-78;

Philadelphia College of Art, 1978-80, B.F.A.

Lives and works in Philadelphia, Pa.

Generally, I have a piece I'll be experimenting with on the side, but the attack of excitement I get through a new commission can't be equalled—especially something a little risky or very cleverly designed by the art director.

The experimental piece for this show is a portrait of Jessica Lange, an actress whom I particularly admire who was raised around the area where I grew up Minnesota.

#### CLIENTS:

Albert Einstein Medical Society
Campbell Soup Company
Diamond-Shamrock Oil Co.
Enfield Chase Real Estate
Girard Bank
Harcourt Brace Jovanovich
Intermed Communications
Jack and Jill Ice Cream Company
The Jewish Exponent
Rohm & Haas
Running Press Book Publishers
Sands Hotel
Silver Burdett Publishers
TV Guide
Walker Press

#### **EXHIBITIONS:**

The Philadelphia Art Directors Club Annual Competition, 1984.

#### **EXHIBITION CHECKLIST:**

Book illustrations for The Teddy Bear Journal Running Press Book Publishers, Philadelphia 1983
Art Director: Stuart Teacher, Lawrence Teacher Prismacolor pencil on paper 12 x 17 (each)

Editorial illustration for "Helping Your Patient to Live with a Permanent Pacemaker," by Susan M. Slusarczyk and Franklin D. Hicks, Nursing Magazine
April 1983
Art Director: Madie Patterson Prismacolor pencil on board 181/16 x 131/2

Editorial illustration for "Teaching Parents to Give Indwelling C.V. Catheter Care," by Therese Cartier Vogel and Sylvia A. McSkimming, Nursing magazine
January 1983
Art Director: Madie Patterson
Prismacolor pencil on board
18 x 13

Illustration for Annual Report
The Diamond-Shamrock Oil Co.
1983
Art Director: Jack Taylor
Agency: Grey and Rogers Advertising
Prismacolor pencil on paper
10 x 10

Illustrations for brochures, folders and announcements, Harvest Ball, Albert Einstein Medical Society 1984
Art Director: Felice Reznik Agency: Gero and Associates Prismacolor pencil on paper 14 x 17 5 x 7

Spot illustrations for "The Insider," TV Guide
September 22-28, 1984
Art Director: Joyce Weston
Prismacolor pencil on paper
65/16 x 10



#### **ELIZABETH PYLE**

Born in Bryn Mawr, Pa., 1955.

Education: Philadelphia College of Art, B.F.A., 1978;

Royal College of Art, London, M.A., 1980.

Lives and works in London.

#### CLIENTS:

The Boston Globe
Esquire magazine
The Listener
The Observer
Pan Books
Penguin Books
Longmans
New Scientist
The New York Times
The Radio Times
Time magazine
The Times of London

#### **TEACHING:**

Bath Academy of Art, Corsham, 1981 to present St. Martins School of Art, London, 1982 to present Harrow College of Higher Education, London, 1984 to present

#### **EXHIBITIONS:**

European Illustration Annual Exhibitions, 1979-83
Association of Illustrators Annual Exhibitions, 1980-84
"Into Print," Royal College of Art, London, 1981
Leicester Printmaking Annual, England, 1982
Jay Street Gallery, New York, 1983
Bradford Print Biennale, England, 1984

#### **EXHIBITION CHECKLIST:**

Cover illustration for <u>The Castle</u> by Franz Kafka, Penguin Books, London 1982 Art Director: Cherriwyn Magill Pastel on paper 29<sup>3</sup>/<sub>4</sub> x 22<sup>5</sup>/<sub>8</sub>

Cover illustration for <u>The Fall</u> by Albert Camus, Penguin Books, London 1983 Art Director: Steve Kent Pastel on paper 33 x 26 Cover illustration for Moonlite by
David Foster, Picador Books, London
1982
Art Director: Gary Day Ellison
Pastel on paper
24 x 18

Cover illustration for <u>On the Black Hill</u> by Bruce Chatwin, Picador Books, London 1983 Art Director: Gary Day Ellison Pastel on paper 39 x 40

Cover illustration for <u>The Rebel</u> by Albert Camus, Penguin Books, London 1983 Art Director: Steve Kent Pastel on paper 341/4 x 291/2

Editorial illustration for "Redemption Songs," by Bob Sacochis, Esquire magazine
March 1984
Art Director: April Silver
Pastel on paper
30 x 39

Spot illustration for "Scenes from an Execution," <u>The Radio Times</u>
1984
Art Director: Robin Harvey
Charcoal on paper
20 x 39<sup>3</sup>/<sub>4</sub>

Spot illustration for "Swimmer,"
The Radio Times
1984
Art Director: Jenny Fleet
Charcoal on paper
201/4 x 261/4



#### **PAUL REOTT**

Born in Pittsburgh, Pa., 1954. Education: Philadelphia College of Art, B.F.A., 1976. Lives and works in Elmhurst, Queens, N.Y.

I've been illustrating for five years. During this period my work has changed greatly, in part due to the pressures of short deadlines and in part due to new opportunities with jobs that have expanded my portfolio into areas I would never have sought aggressively otherwise. Being able to meet such challenges builds confidence in my craft.

This is especially true of advertising. I find that I can enjoy rendering a product. The restrictions of advertising are a challenge, little different from the challenge of editorial work. Hopefully this will never change.

#### CLIENTS:

Avon Books
CBS
Davis Publishing Company
Doubleday & Co., Inc.
Doyle, Dane, Bernbach
Family Circle magazine
Family Weekly magazine
Gallery magazine
McCann Erikson
Ogilvie
Penthouse magazine
Readers Digest magazine
Warkulwiz Design

#### **EXHIBITION CHECKLIST:**

Advertising illustration for <u>Surgicos</u> 1984
Art Director: Bob Durling
Agency: Ruvane and Leverte
Acrylic on illustration board
14 x 11

Editorial illustration for The Blue Book by Brad Benedict, Indigo Books, New York 1983 Art Director: Brad Benedict Acrylic on illustration board 24 x 17

Editorial illustration for <u>Fame III</u> by Brad Benedict (to be published, 1985) Art Director: Brad Benedict Acrylic on plywood panel 17 x 14 Editorial illustration for "Is There Really Love on the Love Boat?" by Mary Reinholz, Family Weekly magazine
July 1984
Art Director: Rick Stark
Acrylic on illustration board
17 x 14

Post card illustration for <u>Heaven</u>
<u>Retail Stores</u>
1983
Acrylic on illustration board
14 x 11

Untitled Acrylic on illustration board 1984 8½ x 10%



#### KATHY STAICO SCHORR

Born in Philadelphia, Pa., 1950.

Education: Philadelphia College of Art, Special Student, 1978.

Lives and works in Roxbury, Conn.

Happily, what I enjoy most is the work I do as an illustrator. I have been able to inject enough of my personal attitudes and influences into my work so that even my commercial assignments are as fun and challenging as work I do for myself, such as this experimental piece included in the show.

#### **CLIENTS:**

ABC Avon Books **CBS** Heaven Retail Stores Holt, Reinhart & Winston Paper Moon Graphics Stroh's Beer Texaco Time Life Books U.S. Marines Westin Hotels

#### **EXHIBITIONS:**

The Society of Illustrators, New York, Advertisers Club of New York, 1984 The New York Art Directors Club, 1985

#### **EXHIBITION CHECKLIST:**

Cover illustration for The Man Everybody was Afraid of by Joseph Hansen; Holt, Reinhart & Winston Art Director: Robert Reed Agency: Holt, Reinhart & Winston Dyes on illustration board 20 x 13

Cover illustration for Troublemaker by Joseph Hansen; Holt, Reinhart & Winston 1981 Art Director: Robert Reed

Agency: Holt, Reinhart & Winston

Dyes on illustration board

20 x 13

Editorial illustration for "Billy Idol," in Fame 2 by Brad Benedict, Indigo Books, New York 1984 Art Director: Brad Benedict Agency: Indigo Books Dyes on illustration board 17 x 13

Editorial illustration for "Richard Pryor," in Fame 2 by Brad Benedict, Indigo Books, New York 1984 Art Director: Brad Benedict Agency: Indigo Books Dyes on illustration board 16 x 10

Greeting card illustration, "Radio City," Paper Moon Graphics 1980 Art Director: Linda Barton

Agency: Paper Moon Graphics Dyes on illustration board 23 x 16

Post card illustration, "Fish," Heaven Retail Stores 1983 Art Director: Brad Benedict Gouache on illustration board



# TODD SCHORR

Born in New York, N.Y., 1954 Education: Philadelphia College of Art, B.F.A., 1976. Lives and works in Roxbury, Conn.

One of the things that first attracted me to illustration was the fact that it is a popular art form reaching a mass audience. Because of this, one of the biggest thrills for me as an illustrator came when I did my first cover for Time magazine, knowing that over seven million people would see it. That feeling is unbeatable, and I have been hooked ever since.

I try to inject a fun attitude in my work, and whether I am working on a picture for myself, as is included in this exhibition, or an ad for Burger King, I want to do work that people will want to see and enjoy. For me, then, satisfying my audience and client, as well as myself, is my goal.

#### CLIENTS:

Burger King CBS Esquire magazine Milton Bradley The National Lampoon Paper Moon Graphics Playboy magazine RCA Science Digest magazine 20th Century Fox

#### **EXHIBITIONS:**

The Philadelphia Art Directors Club, 1976 The Society of Illustrators, New York, 1977, 1978 The New York Art Directors Club, 1981, 1982 Graphis Annual Exhibition, Switzerland, 1983

### **EXHIBITION CHECKLIST:**

Advertising illustration for "From Canada with Gold and Platinum Bubbles", Polygram Records
1982
Art Director: Abie Sussman

Art Director: Abie Sussman Agency: Polygram Records Gouache on illustration board 25 x 19

Advertising illustration for "Another Successful Mission," <u>Union Carbide</u> 1984

Art Director: Jerry Deibert Agency: Needham, Harper and Steers Gouache on illustration board 17 x 18 Album cover illustration for "Crossfire," the Spinners, Atlantic Records
1984
Art Director: Bob Defrin Agency: Atlantic Records
Gouache on illustration board
18 x 18

Book illustrations for "The Saga of Baby Divine," by Bette Midler, Crown Publishers, New York 1983 Art Director: Todd Schorr Agency: Crown Publishers Gouache on illustration board 13 x 25 13 x 13 (one)

Cover illustration for "Battle Stations: Showdown in the South Atlantic,"
Time magazine
April 19, 1982
Art Director: Rudy Hoaglund
Gouache on illustration board
22 x 16
Lent by Time, Inc., New York

Cover illustration for "Shaping Up: America's Schools are Getting Better," by Ellie McGrath, Time magazine
October 10, 1983
Art Directors: Irene Ramp, Rudy Hoaglund
Gouache on illustration board
22 x 16
Lent by Time, Inc., New York

Cover illustration for "Video Rocks: A Musical Revolution," by Jay Cocks, Time magazine
December 26, 1983
Art Director; Nigel Holmes
Gouache on illustration board
24 x 18
Lent by Time, Inc., New York

Cover for promotional booklet "The Last Days of Pompeii," <u>ABC Television</u> 1984
Art Director: Bill Deuvell
Agency: ABC Advertising Department Gouache on illustration board 28 x 23



# ERIC VANDER AREND

Born in Columbia, S.C., 1958. Education: Philadelphia College of Art, B.F.A., 1980. Lives and works in Philadelphia, Pa.

CLIENTS:

Intermed Communications The Franklin Mint Lewis, Gilman and Kynett Malish and Piven Weightman Advertising

#### **EXHIBITION CHECKLIST:**

Advertising illustration for The Windsor Shirt Company 1984

Art Director: Barbara McGrath Agency: Gero and Associates Pencil on paper 6% x 3%

Editorial illustration for "Looking for Empathy," by Karen Zaleski, Nursing magazine

December 1982 Art Director: Ed Rosanio

Agency: Intermed Communications

Pencil on paper 3% x 11%

Editorial illustration for "The Real World of Diabetic Non-compliance," by Betty Richardson, Nursing magazine

by Betty Richardson, Nursing
magazine
January 1982
Art Director: Jake Smith

Agency: Intermed Communications Water soluble crayons on paper 15% x 11¾

Editorial illustration for "With So Little Hope, Michael Needed a Second Chance," by Maureen O' Brien, Nursing magazine

July 1983

Art Director: Ed Rosanio Agency: Intermed Communications Pencil, watercolor and water soluble crayon on paper 16% x 123/8

Self-promotional piece, An Urban Drama
May 1982
Acrylic and water soluble crayons on paper
141/2 x 22



## **BRUCE WALDMAN**

Born in the Bronx, N.Y., 1949.

Education: Philadelphia College of Art, B.F.A., 1972;

State University of New York, Buffalo, M.F.A. (Printmaking), 1976.

Teaching: School of Visual Arts, New York, 1978 to present.

Lives and works in Brooklyn, N.Y.

I consider myself to be a draftsman working out of the tradition of Western figurative art. I try to use my classical training (both in etching and in drawing), as a vehicle, not an end. I'm mostly interested in the emotional impact of a work. I try to get as much power, mood and human expression into my pictures as possible. This to me is what is critically important in a successful work. A picture may be expertly drawn and composed; but if it fails to move me on a gut level, it is a successful exercise only, not a work of art.

I derive my inspiration from the mythology, mysticism and humanism of Jewish tradition and of classical Western art.

### CLIENTS:

Ballentine Books
Emergency Medicine magazine
Drug Therapy magazine
The Franklin Library
Harper & Row Publishers Inc.
Harvey for Loving People magazine
Doubleday & Co., Inc.
The New York Times
Prentice-Hall Inc.
The Readers Digest magazine
Scholastic Books and magazines
Seabury Press
St. Martins Press
Ticknor and Fields

#### **EXHIBITIONS:**

The Society of Illustrators, New York, 1983, 1985.

#### **EXHIBITION CHECKLIST:**

Book illustrations for The Agony and the Ecstasy by Irving Stone, The Franklin Library, New York 1977 Art Director: Gordon Fischer

Etchings 131/4 x 83/4 (each)

"Page 27" "Page 416"

Editorial illustration for "Hanka," by Isaac Bashevis Singer, Twilight Zone magazine

February 1984 Art Director: T.E.D. Klein Ink and wash on paper 15 x 11

Editorial illustration for "How to Tell When You Marriage is on the Rocks," by Pete Bonner, <u>The Best of Harvey</u> <u>Annual</u>

1981

Art Director: Jeff Gherman Etching 11 x 81/2

Editorial illustration for "I'll be Seeing You," by W.G. Norris, <u>Twilight Zone</u> magazine

April 1982 Art Director: T.E.D. Klein Etching and wash on paper 14½ x 11¼ Ink and wash on paper 12 x 8½

Editorial illustration for "A July Night," by Boris Wechsler, <u>Present</u> <u>Tense magazine</u> Autumn 1980

Art Director: Ira Tiechberg Etching 87/8 x 87/8

Editorial illustration for "Rheumatism on Her Mind," <u>Emergency Medicine magazine</u>
December 1978

Art Director: Tom Lennon Etching 13½ x 10

Editorial illustration for "Tracking Down Dr. Mengele: The Angel of Death," by Richard Boylan, <u>Harvey for</u> Loving People magazine

April 1980 Art Director: Jeff Gherman Etching 10½ x 6½



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